

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 1

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)				Ground Mounted Sign		Ground Mounted Background Structure							
	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure	Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
(1) RESIDENTIAL/AGRICULTURE SIGNS													
(a) PD-H and PD-AAAR Entrance Signs		2/ vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(b) PD-H - Community Directional Signs - On-site or Off-site (within boundaries of approved PD-H district)	20 SF		20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(c) Non PD-H Residential Communities - Entrance Signs	10 SF	1/ community	10 SF			4	40 SF	5 FT	None	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(d) HOA Activity Signs	20 SF	1/development of 2500 or fewer dwellings- 2/developments of over 2500 dwellings	20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Signs shall be separated by a minimum half-mile radius, signs shall contain no advertising.
(e) Farm Signs	40 SF	2/Farm	20 SF						None	5 FT 0 FT	Freestanding As Permitted in Section 5- 1202(A)(3)	8 FT	

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 2

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(1) RESIDENTIAL/AGRICULTURE SIGNS (Continued)													
(f) Wayside Stands, Including Christmas Tree Sales, Vineyards, Wineries		6, includes up to 3 on-site signs and up to 4 off- site directional signs	12 SF on-site 4 SF off-site						None	5 FT	Freestanding	8 FT	Displayed when agricultural produce and livestock are available for sale on farm involved and shall be removed within 48 hours after sale is concluded. Off-site signs require written permission of the owner of the land on which it is displayed.
			One on-site sign at 20 SF if setback \geq 40 FT from the fronting ROW								Building Mounted		
(g) Home Occupation	2 SF	1/lot	2 SF						None	5 FT	Freestanding	4 FT	
											Building Mounted	8 FT	
(h) Childcare Home	2 SF	1/lot	2 SF						None	5 FT	Freestanding	4 FT	
											Building Mounted	8 FT	
(i) Residential Name Signs		1/vehicular access, 2 for each dwelling lot or property	2 SF						None	None	Freestanding	4 FT	Signs shall contain no advertising.
											Building Mounted	8 FT	
											As Permitted in Section 5- 1202(A)(3)		

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 3

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(2) PUBLIC/QUASI PUBLIC SIGNS													
(a) Public or Quasi-Public Facility	6 SF	1/ use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from use or structure it identifies; signs shall contain no advertising.
(b) School, Hospital, College, Library, and Publicly Owned Community Center	20 SF	1/ use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(c) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(d) Church Bulletin Board	15 SF		15 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT	
(3) COMMERCIAL/OFFICE SIGNS													
(a) (PD-CC(NC)) Planned Development Neighborhood Center - Entrance Signs	30 SF	1/vehicular entrance, no more than 2 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(b) (PD-CC(NC)) Planned Development Neighborhood Center - Tenant Signs	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 4

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(3) COMMERCIAL/OFFICE SIGNS (Continued)													
(c) (PD-CC(CC)) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments in PD-TC, PD-TT, PD-UC PD-TRC, PD-TREC PD-RV and PD-CV Districts	60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(d) (PD-CC(CC)) Planned Development Community Center - Tenant Signs and Tenant Signs for Business in PD-TC PD-TT, PD-UC, PD-TREC PD-TRC, PD-RV, PD-CV Districts	2 SF/ linear foot of building frontage, not to exceed 60 SF	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(e) (PD-CC (SC) &(RC)) Planned Development Small Regional Center and Regional Center - Entrance Signs		1/vehicular entrance	60 SF	1.25	75 SF	1.33	100 SF	15 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
				2 (for centers over 1 million SF)	120 SF	1.33	160 SF						
(f) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center -Tenant Signs (Freestanding Building with up to 4000 SF floor area)	60 SF	1/facade, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	
											Building Mounted	Roofline	

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 5

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)				Ground Mounted Sign		Ground Mounted Background Structure							
	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure	Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
(3) COMMERCIAL/OFFICE SIGNS (Continued)													
(g) (PD-CC(SC)&(RC)) Planned Development Small Regional Center and Regional Center-Tenant Signs (Freestanding Building with over 4000 SF floor area)	120 SF	1/facade, no more than 3 signs	20 SF freestanding	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	
			60 SF building mounted								Building Mounted	Roofline	
(h) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In Line Structure with up to 4000 SF floor area)	60 SF	1/public entrance of building	30 SF						Backlight		Building Mounted	Roofline	
(i) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In Line Structure with 4001 - 15000 SF floor area)	100 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
(j) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center-Tenant (In Line Structure with over 15000 SF floor area)	200 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
(k) PD-OP and PD-RDP Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 6

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)				Ground Mounted Sign		Ground Mounted Background Structure							
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(3) COMMERCIAL/OFFICE SIGNS (Continued)													
(l) Office - Freestanding Building Entrance Sign	60 SF	1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	8 FT	
(m) Office - Building ID Sign (1-3 stories)	160 SF	1/facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each façade must be the same.
(n) Office - Building ID Sign (4-5 stories)	200 SF	1/facade	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each façade must be the same.
(o) Office - Building ID Sign (6 + stories)	240 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each façade must be the same.

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 7

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	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure	Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
(3) COMMERCIAL/OFFICE SIGNS (Continued)													
(p) Office - Related Commercial (Ground Floor)	2 SF per linear foot of building frontage (counts against overall building ID sign)	1/tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max. ht. of letters 24 inches.
(q) Office - Directories													May not be visible from outside the building.
(r) Auto Service Station (including convenience store, car wash & repair)	60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting.
(s) Auto Dealer	20-120 SF (see additional requirements column)	6	20 SF	1.5	30 SF	1.5	45 SF	8 Ft	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Base sign 20 SF Used car 20 SF Each new car dealership = 20 SF
(t) Bed & Breakfast Inn and Homestay	4 SF	2	4 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	6 FT Roofline	
(u) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat	10 SF	2	10 SF						Backlight or White Light	None	Freestanding Building Mounted in Historic District Only	6 FT	

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 8

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(3) COMMERCIAL/OFFICE SIGNS (Continued)													
(v) Child Care Center	20 SF	2	10 SF			1.5	15 SF	6 FT	Backlight, None In Residential Districts	5 FT	Freestanding Building Mounted	8 FT Roofline	
(w) Hotel, Motel and Conference Center - (freestanding) Entrance Signs		1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(x) Hotel, Motel and Conference Center (1-3 stories)	90 SF	1/facade, no more than 3 signs	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(y) Hotel, Motel and Conference Center (4-5 stories)	90 SF	1/facade, no more than 3 signs	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(z) Hotel, Motel and Conference Center (6+ stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(aa) Movie Theaters - Theater Name Entrance Sign		2	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
Theater Name Building Sign		1	60 SF								Building Mounted	Roofline	
Movie Title Building Sign		1 per screen	20 SF										
(bb) Restaurant - (Freestanding Building with up to 4000 SF floor area)	60 SF	3	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Drive-through menu does not count toward sign area.

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 9

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)				Ground Mounted Sign		Ground Mounted Background Structure							
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(3) COMMERCIAL/OFFICE SIGNS (Continued)													
(cc) Restaurant - (Freestanding Building with over 4000 SF floor area)	120 SF	3	20 SF freestanding	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
			60 SF bldg mounted								Building Mounted	Roofline	
(dd) Restaurant - (In Line Structure)	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
(ee) Restaurant Drive- Through Menu	30 SF	2	20 SF	1.5	30 SF						Freestanding	5 FT	Must be screened from all roads.
											Building Mounted		
(ff) Business in A-3, A-10, AR, <u>RR</u> , JLMA, TR and CR Districts	10 SF	2/lot	10 SF						None	5 FT	Freestanding	8 FT	
											Building Mounted		
(gg) Business in R-C District	40 SF	2	20 SF						None	5 FT	Freestanding	8 FT	
											Building Mounted		
(hh) Business in R Districts	4 SF for lots ≤ 10 acres; 8 SF for lots > 10 acres	1 for lots ≤ 10 acres; 2 for lots > 10 acres	4 SF						None	5 FT	Freestanding	8 FT	
											Building Mounted		

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 10

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)				Ground Mounted Sign		Ground Mounted Background Structure								
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(3) COMMERCIAL/OFFICE SIGNS (Continued)														
(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises.	60 SF	3 (freestanding building)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT		
		1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/façade no more than 3 for business (in-line structure)									Building Mounted	Roofline		
(4) INDUSTRIAL SIGNS														
(a) PD-IP and PD-GI Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One side only; signs shall contain no advertising.	
(b) Flex Industrial/ Light Industrial/Warehouse - Entrance Signs		1/vehicular entrance	20 SF			1.5	30 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT		
(c) Flex Industrial/ Light Industrial/Warehouse - Tenant Signs	20 SF	1/tenant	20 SF						Backlight		Building Mounted	Roofline		

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 11

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(5) TEMPORARY SIGNS (For Temporary Real Estate Signs, See Number 6 Below)													
(a) Temporary Signs - On-	4 SF	1	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
(b) Temporary Signs - Off-		Reasonable number as determined by the Zoning Administrator.	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
(c) Temporary Construction Signs	20 SF Commercial	1/contractor per job site	20 SF						None	10 FT	Ground Mounted	8 FT	Residential signs only in A-3,A-10,A-25,AR, RR & CR Districts. Contractor to remove sign upon completion of construction.
	10 SF Residential	1/contractor per job site	10 SF										

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 12

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(6) REAL ESTATE SIGNS													
(a) Real Estate - Residential For Sale Sign	6 SF up to 10 acres	1	6 SF						None	5 FT	Freestanding	6 FT	
	12 SF more than 10 acres	2	6 SF										
(b) Real Estate - Residential Subdivision		1/vehicular entrance to subdivision from state right-of-way	20 SF						None	5 FT	Freestanding	6 FT	Area of all real estate signs within the subdivision which front on a public highway shall be no more than four (4) square feet per lot fronting on the highway.
(c) Real Estate - Commercial For Sale Sign		1 (upon any lot of less than 10 acres); 2 upon any lot in excess of ten (10) acres.	20 SF						None	5 FT	Freestanding	6 FT	
(d) Real Estate - Temporary Open House - Off-Site		4 /property	4 SF						None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).
(e) Non-PD District Project Directional Signs - Off-Site		10/total combined for all builders per project	2 SF						None	5 FT	Freestanding	4 FT	Conditions apply. (see note 5).

SECTION 5-1204(D) - SIGN REQUIREMENTS MATRIX

DRAFT

PAGE 13

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(7) MISCELLANEOUS SIGNS													
(a) Government Signs/ Official Notices													Not regulated.
(b) Historical Markers													Not regulated.
(c) Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs													Not regulated.
(d) Hunting, Fishing or Trespassing Signs			2 SF						None	None	Freestanding	5 FT	
											Building Mounted		
											As Permitted in Section 5- 1202(A)(3)		
(e) Informational Signs		1/use identifying locations such as restrooms, loading areas, etc.	2 SF						Backlight or White Light	5 FT	Freestanding	5 FT	Signs shall contain no advertising.
											Building Mounted		
(f) PD-SA, PD-TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD-RV, and PD-CV Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One-side only; signs shall contain no advertising.
(g) Private Recreation Parks	10 SF	2	6 SF						None	5 FT	Freestanding	6 FT	

GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. The maximum height column does not apply when ground mounted bonus' are obtained. Use the maximum height column for Ground Mounted Background Structure.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.
 - a. Signs shall be located only at controlled intersections where there is a change in direction.
 - b. Signs shall be placed on private property only.
 - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
 - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
 - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
 - f. Signs shall include a company name with direction arrow.
 - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
 - h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.
 - a. The location of signs must be approved by the County at the time of the sign permit application.
 - b. Signs shall be located only at controlled intersections where there is a change in direction.
 - c. Signs shall be placed on private property only.
 - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
 - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
 - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
 - g. Builders may not use "Non-PD District Directional Signs - Off-Site in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate land use/sign category, the more specific listing would take precedence.